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NEWS UPDATE NEWS UPDATE NEWS UPDATE

Zappos Begins Downtown Move-in



Zappos CEO Tony Hsieh
Photo courtesy of Zappos

The well-known online retailer, **Zappos.com, Inc.**, officially will begin moving employees into their new corporate headquarters in downtown Las Vegas on Sept. 9, 2013. The company anticipates it will require approximately 40 days to complete the relocation of 1,300 Zappos employees.

More than \$40 million in renovations have been made to the 40-year-old downtown building at 400 Stewart Ave., which formerly housed the Las Vegas City Hall. City hall employees moved to a brand new location in February 2012.

Zappos' new landlord, the Resort Gaming Group (RGG) — owned in part by founder and CEO Andrew Donner — made an unsolicited offer to the city of Las Vegas to buy the site and about seven surrounding acres with the intent of developing it as a corporate campus for Zappos.com. RGG's 15-year lease with Zappos was coordinated with parent company, Amazon.com, which acquired Zappos in 2009.

The completely renovated building is expected to receive a LEED (Leadership in Energy and Environment Design) silver certification for its extensive green-friendly redesign.

Zappos' impact on downtown Las Vegas doesn't end with the relocation of the company's headquarters. Zappos' former owner and current CEO, Tony Hsieh, is infusing \$350 million of his personal wealth into the revitalization of the urban area through an effort called the Downtown Project (downtownproject.com). This includes investing in real estate, small business startups and education, as well as the recruitment of new high-tech ventures.

Zappos.com is a leader in on-line clothing and footwear sales by way of an unparalleled focus on customer service. Zappos is known as having a fun and family-type culture. Fortune Magazine has included Zappos on its "100 Best Companies to Work For" list.

Free WiFi Access Coming Downtown

A contract with **LV.Net** allowing the company to install equipment for free WiFi service in certain areas of downtown was approved in July by the Las Vegas City Council.

The first zone to be operational covers Grand Central Parkway, Bonanza Avenue, Eighth Street and Charleston Boulevard. There will be no cost to the city or users for this service. It is expected to be up and running as of this writing.

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FREE WiFi, continued...

The initial phase of this free WiFi service will be designed for laptop, tablet and iPad users. The WiFi will offer speeds of 1mb download and 500k upload, allowing users to browse the Internet, read email and more.

Future plans are to offer this service in additional areas and make improvements enabling smart phone usage.

The city of Las Vegas uses standard filtering methods to ensure security of the WiFi network and will not collect personal information.

First-In-Nation Program Establishes College Campus At City Hall

Believed to be the first of its kind in the nation, a partnership between the **city of Las Vegas** and the **College of Southern Nevada** (CSN) has resulted in a college presence at Las Vegas City Hall. The goal is to provide educational opportunities for residents.

CSN, which now occupies the third floor of City Hall with 20 full-time employees in the college's Division of Workforce & Economic Development, is creating workforce training and academic courses for city employees and residents, targeting the downtown community due to its proximity to City Hall. Literacy, ESL and GED classes are being held in the evenings and on the weekends. The college plans to also offer customized training for city employees and local businesses, workforce-oriented courses such as computer training and more.

CSN will also offer consulting services, and develop specific courses and programs, for local and relocating businesses to help meet their employment needs.



New businesses are beginning to fill up the Neonopolis complex located downtown on Fremont Street. eVAPOR8 and Super Nova Comics opened there recently

and it is anticipated that Banger Brewing will open in October. (Photo by June Johns)



Ambassadors Preparing To Promote Downtown Area

United Way of Southern Nevada is joining the **city of Las Vegas** to start the **Downtown Las Vegas Dynamos**, a collection of goodwill ambassadors whose purpose will be to provide visitors with information and promote the city's revitalized urban area. The program will start this October.

Riley Foley, downtown ambassador coordinator, noted these purveyors of goodwill are focusing on three areas: Fremont Street, the Las Vegas Premium Outlets – North and the area near Gold & Silver Pawn (site of the hit TV series, *Pawn Stars*). Each area will have a number of ambassadors on duty during busy weekend afternoons.

Ambassadors will be trained by Las Vegas police, local historians and a city representative. They will wear Dynamos T-shirts and — pending funding — carry Apple iPads loaded with maps, menus and information on downtown sights.

The ambassadors will provide recommendations and answer questions for visitors and residents. They will also distribute copies of the **Downtown Las Vegas Visitors Guide**, produced by the city's **Economic and Urban Development Department**.

For more information, or to become a volunteer, please visit <http://uwsn.org/volunteer/dynamos/>.



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